



VISUALIZER

Engage & Sell

Visualizer Sales Presentation Tool 2018

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Executive summary - using Visualizer

Goals for the introduction of Visualizer Engage & Sell

1. Increase MICE sales of a minimum of 48 000 €/year
2. Save time and money with an improved digital process of presentation production, update, and delivery
3. Increase customer experience and inspire sales personnel with a new set of tools

Monetary benefits

(from increased sales)

	Scenarios		
	Low	Expected	High
Add'l MICE sales/mo	2 500 €	10 000 €	17 500 €
Add'l MICE room sales/mo	1 500 €	6 000 €	10 500 €
TOTAL / mo	4 000 €	16 000 €	28 000 €
TOTAL / year	48 000 €	192 000 €	336 000 €

- **48 000 €** yearly increase in Venue MICE sales (4.000 € / month) Increased conversion of MICE sales
- More qualified leads & RFPs received

Operational and end customer benefits

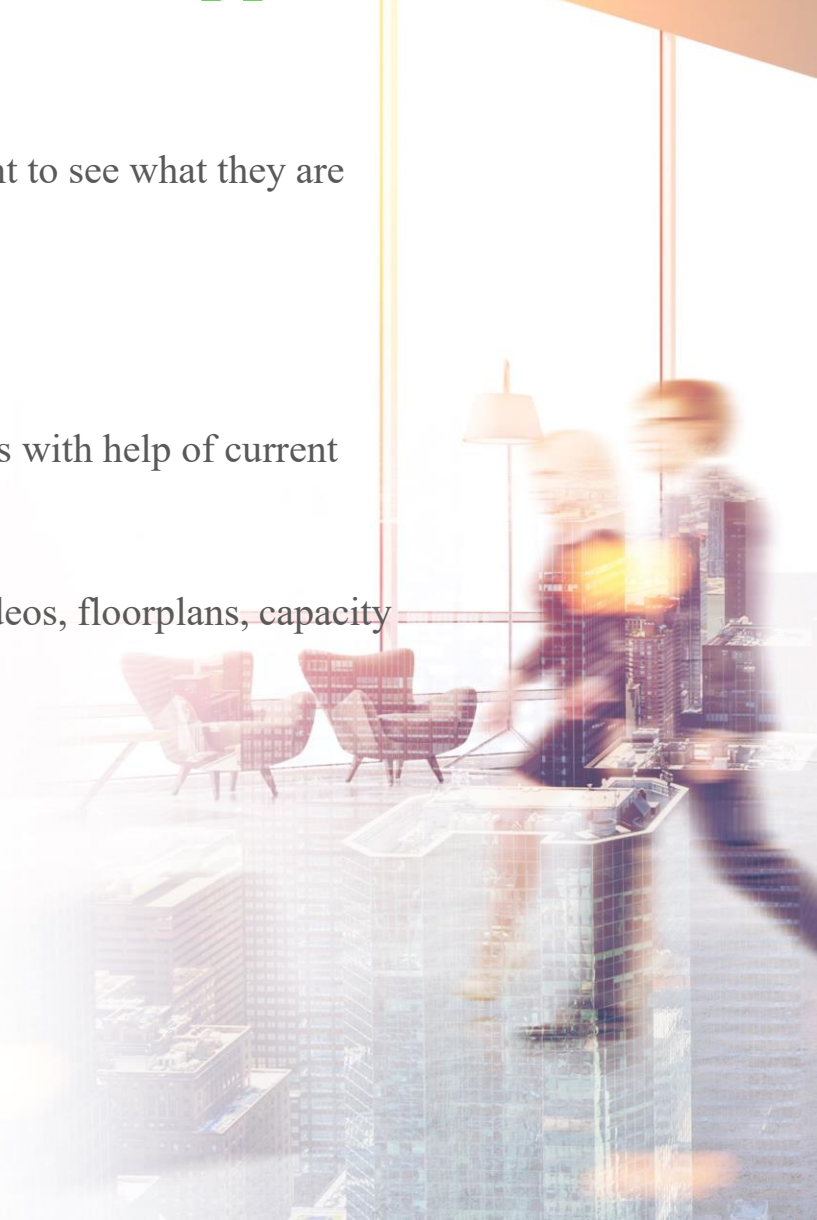
This tool will:

- Help to handle more Site Visits
- Visualise your offers
- Make your face to face meetings more interesting
- Speed up customer decision making
- Save time in sales process
- Save costs related to marketing materials
- Attract new Event planners and Venue sourcing agents
- Analytics to monitor end customer actions and sales team performance



The issues with current MICE sales approach

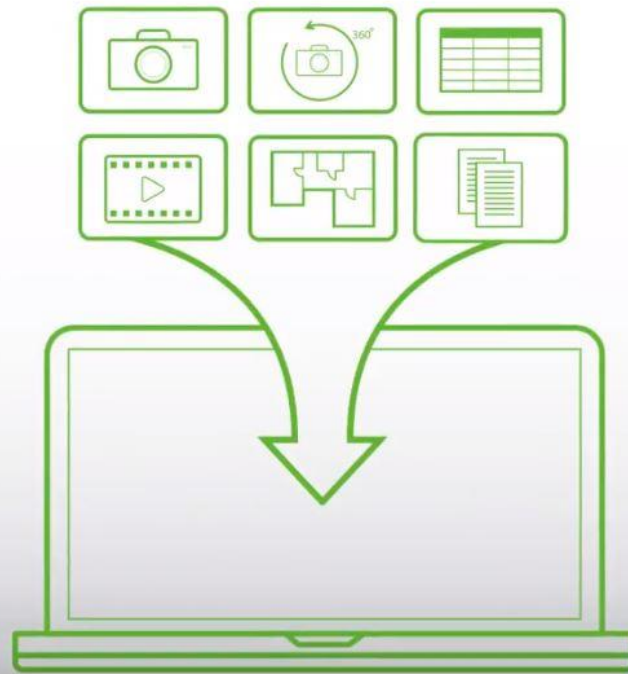
- Customer purchase behavior has changed; customers want to see what they are buying
- Current sales tools lack enough visual aspects
- Too many rounds of communication needed to close deals with help of current materials
- Need for a simple way to collect photos, virtual tours, videos, floorplans, capacity tables and key selling points interactively and in context





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How Visualizer changes the MICE sales process



0:49 / 1:32



Please click the [Link](#) to view the Video 1 min 31 sec



Customer purchase process

Lead Generation

- Individual property websites
 - Plan an event
- 3rd party portals (Cvent)
- MICE brochures
- Expos
- Workshops
- MICE agencies (HelmsBriscoe, Amex, CWT)
- Newsletters

Sales activities

Sales person activities:

- Phone calls
- Emails
- Site visits
- Face to face meetings
- Offers

Visualizer focuses here!

Event planning

Event planning activities:

- Site visits
- Phone calls
- Emails
- Event planning tools



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Where to use Visualizer in sales



**Corporate direct
sales at hotel &
site inspections**



**Corporate direct
sales at customer**



**Cold sales calls &
exhibitions &
workshops**



**Corporate sales via
event organizer**



**Reservations and
sales dept. (B2B)**



**Offers and RFP
handling**



Visualizer highlights

- Presentation works online and offline (no internet connection needed – accessed via iOS Sales app)
- Individual still photos can be easily downloaded directly from the presentation (the presentation can work as your own image bank)
- The presentation can be made in multiple language versions (16 available off the shelf)
- Every single image/section in the presentation has its unique link, allowing your clients to land on exact section and image they were interested in.
- The link has no limitations to how many people it can be sent to (it's like youtube)
- It may be embedded into your own website
- The results of presentation can be easily measured – We will provide analytics on e.g. clicks, views, sessions.
- The presentation tool can utilize all the visual material you have produced – still photos can be combined with panoramic images, capacity charts, videos, floorplans, texts – all in one place.



How Visualizer improves MICE sales

Sales related

- Increased hit rate of MICE sales
- Higher potential for upsell
- Event partners will prefer your venue more
- Customer satisfaction increased in every phase of the sales process
- Customer purchase cycle shortened

Cost related

- Savings with an improved digital process of sales presentation production, update and delivery
- Implementation cost is lower: the sales persons will prefer to use Visualizer
- Less FAQs to Sales, higher efficiency
- Do it yourself service model for updates
- Environmentally friendly use of sales material





Visualizer product includes

Visualizer Engage & Sell license

- The license will enable you to use the Visualizer platform to publish image-based interactive sales presentations. It includes the work for settings up the presentation according to your Brand needs.

Visualizer Sales App for offline use

- The Sales App is a free to download iOS application for iPads, which allows users to present content in offline mode (without internet connection). Presentation content is uploaded to the iPad's own memory via Visualizer Sales App. The offered license includes 2-person access to the application. More available if needed.

Analytics

- Visualizer analytics tool enables you to understand the usage of the presentations. It tracks also every click done on the presentation activation buttons (Smart tags). This will help you to monitor the efficiency of you sales team.

Outsourced Admin

- Visualizer outsourced admin is a service for keeping the presentation up to date. It includes 3h of updating work per year and is done by Visualizer.



Visualizer Sales Presentation Tool Pricing

Product details	Engage & Sell Photo Start Bundle	Description of the service
Engage & Sell S	1 presentation	One-year software fee for the presentation
Quickstart S	1 presentation	Creating the user interface, layout and loading content. English + 1 language included.
Sales APP, user license	1 user	One-year software fee for the iPad offline application
One-time training	Included	One time training for each of the hotels on how to use Visualizer
Outsourced Admin S	3 h / year	Keeping the presentation content up to date, as a service.
Photography	1 day	Includes photographing and post production to selected materials. (16 panoramic images)
	229 EUR / month	

* Minimum Contract period 1 year



Material needs for the project

- Current photos (still & virtual) from the Venue
- New photos (still & virtual) produced by Visualizer, if needed
- Floorplan of the meeting rooms from the Venue
- Capacity chart and information of the individual meeting rooms will be taken from current materials (Visualizer)
- Layout and graphical guidelines from the Venue
- Videos from the Venue
- Key selling points for meeting rooms from the Venue

3 phases of the setup (30 min online meetings)

1. Project start meeting: to get materials for setup
2. Project mid evaluation meeting: to go through the first version and making necessary corrections or additional materials
3. Project end meeting to accept the presentation

